



MEGAN O'RAND

SENIOR GRAPHIC DESIGNER

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A: Dallas/Fort Worth, Tx

PROFESSIONAL SUMMARY

A Senior Designer who thrives on crafting unique and effective brand experiences. Lately, I've been diving into the world of AI, integrating these innovative tools into my creative process to push the boundaries of design. I stay current with industry trends by following design blogs and attending conferences, and I love connecting with fellow creatives to share ideas and collaborate.

EXPERIENCE

Senior Graphic Designer

Upbound Group, Plano, Texas

- Orchestrated the creation of 50+ social media assets for various brands weekly, driving engagement across platforms such as Instagram, Facebook, and Twitter.
- Collaborated with external teams and agencies to develop press-ready creatives for various projects, including in-store POP, direct mail, print ads, billboards, and digital media.
- Ensured adherence to brand standards and guidelines for cohesive brand representation across all channels.
- Collaborated effectively with internal teams and external partners on multiple projects.
- Researched graphic design trends across 10+ leading industry publications, identifying emerging styles & techniques to integrate into design strategies.
- Managed deadlines and timelines for multiple projects, ensuring timely delivery of high-quality work.
- Utilized motion graphics skills with After Effects to enhance visual storytelling.
- Proficient in project management tools such as Wrike, Sharepoint, and Adobe CC.

Senior Graphic Designer

Amynta Group, Bedford, Texas

- Spearheaded corporate marketing materials, including brand guidelines and pitch decks.
- Managed assets and collaborated with the marketing team on print and digital materials.
- Developed appropriate looks and feels for promotion and event-related collateral.
- Utilized photography skills for corporate headshots, events, and architecture.

Contract – Designer & In-House Product Photographer

Norwex, Coppell, Texas

- Reported to the Creative Director & VP of Marketing and collaborated with cross-functional teams.
- Designed global print and digital materials and led branded merchandising initiatives.
- Executed National Convention and Gala themes.
- Responsible for in-house product photography.
- Collaboration on Norwex branded jewelry design with product designer and outside vendors

EDUCATION

2013

Master of Arts (MA) Graduate Studies Design and Media Management

The Art Institute of Dallas, Dallas, Tx

2010

BACHELOR OF ART (BA) GRAPHIC DESIGN & PHOTOGRAPHY

Henderson State University, Arkadelphia, Ar

SKILLS

PROFESSIONAL

Graphic Design

Photography

Social Media Marketing

Collaboration & Communication

Brand Strategy

Marketing Strategy

Branding & Identity

Concept to Launch

Brand Management

Activations & Experientials

Presentations

Asset Management

HOBBIES & INTERESTS

Photography

Sports - Soccer, Softball/Baseball

Outdoor Recreation

Youth Sports Coach/Mentor

Mental Health Advocate

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EXPERIENCE CONTINUED

National Graphic Designer, Corporate Alliances Sponsorship Division

Six Flags World Headquarters, Arlington, Texas

- Creative designer for cross-promotional in-park experientials and promotional materials.
- Managed clients and maintained brand consistency across projects.
- Acquired, distributed, and implemented digital assets and brand identities.
- Executed custom partnership proposal and recap decks to secure and maintain partnerships.
- Produced print and digital advertisements, along with interactive large-scale photo ops, showcased within Six Flags parks.

Freelance Design and Photography

Dallas/Fort Worth Metroplex, Texas

- Managed clients and maintained brand integrity for freelance design and photography services in the Dallas/Fort Worth Metroplex.
- Collaborated with marketing teams to create print and digital materials.
- Ensured timely delivery of high-quality work by effectively managing deadlines and timelines.
- Clients include: Samsung, Southern Glazer's Wine and Spirits, Dave & Busters, and Chick-Fil-A.

Media Director, Lead Photographer, Graphic Designer

Video Perfection & Photography, Texarkana, Texas

- Art direction for photography and videography projects.
- Proficient in Adobe Creative Suite for graphic design and video editing.
- Managed multiple projects from concept to completion and produced content for TV shows and events.

REFERENCES

SOCIAL MEDIA MANAGER

ERIC CORONACION

T: 214-762-4690

E: Eric.Coronacion@upbound.com

SR. MANAGER, DIGITAL DESIGN, PARAMOUNT

KEITH CRAIG

T: 337-534-6909

E: KeithCraigDesign@gmail.com

ART DIRECTOR

TRACY STARK

T: 616-780-5598

E: Tracy.Stark@guardsman.com

MARKETING & COMMUNICATIONS

REBECCA SPILLMAN

T: 214-862-1467

E: Rebecca.Spillman@amyntagroup.com

SKILLS

TECHNICAL

Adobe CC Programs

- Illustrator
- Photoshop
- InDesign
- After Effects
- XD
- CC File Sharing & Libraries

AI Programs (Midjourney, ect.)

Program Management Software(s)

Sharepoint

Powerpoint

Microsoft Programs

Teams | Zoom | Google Meet

VOLUNTEER

Camp Quality Arkansas

- A camp dedicated to providing quality experiences for kids with cancer

6Stones

- Staff for events such as Night of Hope & Operation Back2School
- Community garden maintenance

Habitat for Humanity International

- Regularly engage in disaster & humanitarian relief efforts

Apartment Life

- Dedicated to connecting neighbors and creating communities that feel like home

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WEBSITE | PORTFOLIO

meganorand.com

LINKEDIN

www.linkedin.com/in/meganorand